



# Bachelor of Business Administration (Branding and Advertising)

The legacy of **India's No. 1** Private University  
makes its mark in Uttar Pradesh

## Best University for BBA - Branding and Advertising in Uttar Pradesh, India

The Bachelor of Business Administration (BBA) Branding and Advertising Programme (Four Year Full-time) Hons is designed not only to learn the nuances related to the most sought-after career in Branding and Advertising but also understanding how the knowledge and skills captured during the learning process shall help the learner become a creative entrepreneur by offering communication solutions to the clients. The programme possesses a unique blend of modern theories and practices in the areas of branding and advertising besides offering ample choices for the learner to taste related courses as per choice and interest that may boost up the professional basket of the learner. The programme is intended not only to build up a flair for serving the corporate sector but to unleash all potential towards developing oneself as a branding and advertising entrepreneur.

## Scope

The Advertising Industry in India boasts of a revenue over Rs. 1.2 trillion (2024) and is expected to grow at a whopping 9 % CAGR till 2026. Digital Media has emerged as a leading option for advertisers since 2021 and has been now a major source of revenue. The overall communications industry in India is witnessing sea changes with OOH advertising too getting redefined due to digital technology interventions. The Television is here to stay, and the print media too is prominent despite shrinkage in the past few years. The lead change agent happens to be the 'Digital' entity coupled with upcoming technologies like AI and ML and is creating new opportunities for the young generation.



### Education Loan

CU Uttar Pradesh gives students the opportunities they need to follow their professional goals by providing a comprehensive education loan program for those who require financial assistance. Our devoted team is committed to helping students through the process and making sure they can get a good education without having to worry about their finances.



### Scholarship

Discover the zenith of educational excellence at Chandigarh University Uttar Pradesh, where we are dedicated to enhancing academic standards. Our mission is to encourage and assist outstanding students by providing scholarships, exclusive perks, and resources to turn their aspirations into achievements.

## Chandigarh University, Uttar Pradesh, India, Bachelor of Business Administration - Branding and Advertising Eligibility & Fee Details



10+2 with 50% marks in aggregate or its equivalent examination in any stream conducted by a recognized Board / University / Council.

Program Fee	Amount (per semester)	Duration
Semester Fee (For Indian Students)	79000/- INR	4.0 Years
SAARC Fee	104000/- INR	
International Fee	1750/- USD	

## Corporate Roles with BBA Branding and Advertising:

- ➊ **Marketing / Digital Marketing / Branding / Advertising Executive** The executive is normally placed at the first level under this profile to understand the marketing activities performed by the organisation and to contribute specially in client service division. The executive is expected to perform scalable tasks related to the products or services, its pricing strategies, sales and distribution strategies, promotional strategies, also through the digital marketing mode.
- ➋ **Public Relations Executive** This is a very important profile now-a-days related to presenting the organizations' societal roles with pragmatism and optimism. The executive in a typical PR department is a close figure with media as well as society. All sorts of events and communication with the stakeholders is done by the PR executive.
- ➌ **Copywriting Executive** This is a specialized field where the executive assists the Ad copywriter in preparation of the Advertising copy – be it press, audio-visual or digital media. The executive assists also in diagnosing the creative brief presented by the client and also keeps in mind the nature of media for which the ad copy is being prepared. The executive has to be creative, expected to understand the customer psychology towards different products and services, the psychographics and appeal perspectives and needs to be a communication expert in different languages.
- ➍ **Media Relations Executive** The executives in Media Relations department of an advertising agency or a media house has to chip in as a vital linkage between the relevant stakeholders in the picture. Advertisers or Clients are necessary who fund a campaign and media house provides with alternatives to propagate this campaign in a cost-effective manner with maximum desired reach. Hence, marketing and relationship nuances are the attributes needed here.



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**Event Executive / Planner** Events are on the galore all over the world in the modern era. An event planner or executive deals with all possible event situations, comes out with a plan, works on budgets and offerings and builds up the value chain for the customer. Event Marketing agencies hire such executives towards frontline concept selling and then doubles them up to manage the entire show.
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**Marketing Research (MR) Executive** An executive who has an excellent operative knowledge of statistical tools, visualization tools, analytical tools is likely to be hired by MR agency around the world. The primary job would be to analyze the available data in terms of various client needs, provide possible marketing related insights and workout on desired plans to help the product or service not only expand in the market place but also develop as a strong brand. All marketing metrics are captured and analyzed by such executives under the able guidance of the senior manager.

## How to Apply?

Step 1 Sign Up	Step 2 Apply for CUCET (Eligibility and Scholarship Test)	Step 3 Admission
<p>Sign up or Register for CUCET by providing basic details (Name, Email ID, Mobile No., State, Gender, and Password). Your Email ID will serve as your Username for the portal, while you will set your password upon registration.</p> <p>After successful registration, you will receive a confirmation message on your registered contact number and email. Use the username and password to log in to your CUCET account.</p>	<p>After successful registration, you will receive a confirmation message on your registered contact number and email. Use the username and password to log in to your CUCET account.</p>	<p>You become eligible for admission into Chandigarh University after clearing the CUCET examination. Following your attempt at CUCET, the result will shortly be intimated, based on which you can submit your application for admission and avail merit-based scholarship.</p>

Explore, Learn, Connect

# Stay Connected with CU Uttar Pradesh

Address	Get in Touch	
Chandigarh University, Lucknow - Kanpur Highway - 27, Unnao, Uttar Pradesh, India	9646001222 (For more information give a miss call on)	9646001333 (Admission Helpline Numbers (24/7))